



Online Store Owner

Performance Task

Introduction

You are part of a team of entrepreneurs interested in creating an online store to sell a product or products. You will need to think about the consumers that will visit your site and determine the factors that will influence them and encourage them to purchase products from your online store. It will be important to create a budget for your online store so that your business can be successful.

Successful entrepreneurs do not create an online store to make money right now: Instead, they create a business to make money for life. Creativity is one of many business skills you will need to start an online store. You will be utilizing creativity when deciding what products to sell, the prices you will charge, writing product descriptions, coming up with ideas to make your website stand out, and marketing your online store. You will also need to research how you will get your product/s to your customer in the most cost effective and efficient way!

Big Idea / Essential Questions

Big Idea

- Careful Planning is fundamental to success.
- Technological design is a creative process that anyone can do which may result in new innovations and inventions.
- Many factors influence the decisions that consumers make.

Essential Questions

- What is success?
- Why do people plan?
- How does technological design help create innovations and inventions?
- How are consumers influenced?

G.R.A.S.P.

Goal

Your task is to create an online store that will sell a product or products that you believe will be important and interesting for potential customers.

Role

You are part of a team of entrepreneurs interested in creating an online store to sell a product or products. You will need to think about the consumers that will visit your site and determine the factors that will influence them and encourage them to purchase products from your online store. It will be important to create a budget for your online store so that your business can be successful.

Audience

Your audience will be potential consumers who will be looking to buy something online. You will need to consider the factors that can influence their decisions. It will be important to think about the money they may have to spend and how the cost of your products can impact their willingness to buy from your website.

Situation

Most entrepreneurs believe sales skills are essential for running an online store. For eCommerce businesses, you will need to think like a salesperson. If a customer is unsure about whether a specific product is right for them, you will need to be able to persuade them that it is. As a store owner, you will also be using your planning skills. Creating a plan for short and long-term success will keep your business alive for more than just a few months. Successful entrepreneurs do not create an online store to make money right now: Instead, they create a business to make money for life.

Creativity is one of many business skills you will need to start an online store. You will be utilizing creativity when deciding what products to sell, the prices you will charge, writing product descriptions, coming up with ideas to make your website stand out, and marketing your online store. You will also need to research how you will get your product/s to your customer in the most cost effective and efficient way! Owning an online store is a great deal of work, but it is also very exciting!

Products

1. Webpage

Your task is to create the front page for your online store and if possible other pages from your website. Your webpage will need to be exciting and engaging for visitors to the site. They will need to know what products your online store sells and why. Your webpage should include pictures of the products, the price of each product, and an information and persuasive product description for each product. It might be best to sell only a few products and make them great. You will need to conduct research on how you will ship your products to your customers. Shipping will need to be cost effective and efficient. This will also be an important factor that can determine the success of your business. Consumers will need to trust your business so be sure to be honest with your statements.

You may also want to create quality content to help people learn more about your

ideas, products, and business. This often means writing articles and blog posts. Audio podcasts and videos can be quite effective in bringing customers to your site. These things can also be expensive and time consuming. You and your team will need to decide what you can afford and what matters most.

Webpage

Achievement Levels	1	2	3	4
Technology and the Internet (x1)	The webpage is minimally developed to interact with potential customers and users of the Internet.	The webpage is somewhat developed using some technology to interact with potential customers and users of the Internet. The webpage technology can somewhat impact personal life through the products sold and the convenience created.	The webpage is adequate in its development and use of technology to interact with potential customers and users of the Internet. The webpage technology can impact personal life through the products sold and the convenience created.	The webpage is thorough in its development and use of technology to interact with potential customers and users of the Internet. The webpage technology can strongly impact personal life through the products sold and the convenience created.
Product Comparison to Influence Consumers (x1)	The webpage minimally encourages customers to compare products to positively impact their purchasing decisions.	The webpage somewhat encourages customers to compare products to positively impact their purchasing decisions.	The webpage sufficiently encourages customers to compare products to positively impact their purchasing decisions.	The webpage strongly encourages customers to compare products to positively impact their purchasing decisions.
Pricing and Profit (x1)	The webpage includes product pricing that is does not include profit to impact the seller and the online store.	The webpage includes product pricing that is minimally reflective of making to profit to impact the seller and the online store.	The webpage includes product pricing that is somewhat reflective of making to profit to impact the seller and the online store.	The webpage includes product pricing that is reflective of making to profit to impact the seller and the online store.
Effective Webpage Aesthetics (x1)	The webpage uses few graphics, media and/or formats to communicate information and ideas effectively to multiple audiences.	The webpage uses some graphics, media and/or formats to communicate information and ideas effectively to multiple audiences.	The webpage uses a variety of graphics, media and/or formats to communicate information and ideas effectively to multiple audiences.	The webpage uses an extensive variety of graphics, media and/or formats to communicate information and ideas effectively to multiple audiences.

2. Product Description

You will want to create a product description that can be put on your online store's webpage highlighting one product. This description should inform the customer about your product. The description should also help persuade your customer to purchase your product. This product description will be what people read about your product. You may wish to include either a picture or video of your product.

Product Description

Achievement Levels	1	2	3	4
Influencing Consumer Decisions (x1)	The product minimally influences the consumer decision related to purchasing the product.	The product minimally influences the consumer decision related to purchasing the product.	The product helps influence the consumer decision related to purchasing the product.	The product helps strongly influence the consumer decision related to purchasing the product.
Informational Writing (x1)	The product does not examine the topic and does not convey ideas or information.	The product somewhat examines the topic and conveys ideas and information clearly.	The product adequately examines the topic and conveys ideas and information clearly.	The product thoroughly examines the topic and conveys ideas and information clearly.
Writing Production (x1)	The product produced is minimally clear and coherent in which the development and organization are appropriate to task, purpose, and audience.	The product produced is somewhat clear and coherent in which the development and organization are appropriate to task, purpose, and audience.	The product produced is mostly clear and coherent in which the development and organization are appropriate to task, purpose, and audience.	The product produced is clear and coherent in which the development and organization are appropriate to task, purpose, and audience.
Consumer Persuasion (x1)	The product produced is clear and coherent in which the development and organization are appropriate to task, purpose, and audience.	The product minimally influences the consumer's decision to spend money.	The product somewhat influences the consumer's decision to spend money.	The product strongly influences the consumer's decision to spend money.

3. Price Comparison Chart

You want to make sure your product is priced competitively with other stores. Once you decided on what you are going to sell, you will need to do some research on other online and "brick and mortar" stores that sell the same or similar items. Create a chart that shows each of the items, the name of the store, and the price that store is charging. You may want to use your rounding skills to round to the nearest dollar (ones place) to make the prices easier to calculate.

Once you have listed all of the prices, find the average price for each item (you may want to use a calculator if you have a lot of prices). Remember to find the average, you need to add up all of the prices and divide by the number of prices you have. This average will help you decide what you want to charge for your similar items. Will you charge more or less than the average? Write a short explanation of what you will charge and why.

Price Comparison Chart

Achievement Levels	1	2	3	4
Factors Influencing Consumer Decisions (x1)	The product provides little evidence of factors that influence consumer decisions related to money and spending.	The product provides some evidence of factors that influence consumer decisions related to money and spending.	The product provides adequate evidence of factors that influence consumer decisions related to money and spending.	The product provides strong evidence of factors that influence consumer decisions related to money and spending.
Place Value and Multiplication (x1)	The product requires little understanding of place value to round multi-digit whole numbers to any place.	The product requires some understanding of place value to round multi-digit whole numbers to any place.	The product requires adequate understanding of place value to round multi-digit whole numbers to any place.	The product requires a strong understanding of place value to round multi-digit whole numbers to any place.

Achievement Levels (x1)	1 Few mathematical calculations are correctly shown and labels are accurate.	2 Some mathematical calculations are correctly shown and labels are accurate.	3 Most mathematical calculations are correctly shown and labels are accurate.	4 All mathematical calculations are correctly shown and labels are accurate.
Mathematical Explanation (x1)	Student does not use math work when attempting to justify their conclusions to others.	Student minimally justifies their conclusions to others based upon mathematical work.	Student sufficiently justifies their conclusions to others based upon mathematical work.	Student thoroughly justifies their conclusions to others based upon mathematical work.

4. Cost Analysis

Every good business owner has a budget to keep track of money coming in and expenses going out. In order to set up your store's budget, you first need to know how much it costs to create your products and how much you will charge the customer for them.

You will create a cost analysis for one of the products you are creating. You can use this Cost Analysis Worksheet:

https://docs.google.com/document/d/1qyINF_Dzm0-JXr0Hv_ogWJ_TnzySP9TX0mfH1Glva-0/edit?usp=sharing

Research all of the materials you will need to create one item. List these on a chart along with the price for each of these items. What will it cost you to create one of these items? (It might be helpful to use your rounding skills and make it dollars only). How much will it cost you to create 5? 10? 25?

Now determine how much you will charge for one item. What will it cost customers to buy 5, 10 or 25 of these items?

Your profit is the amount of money you make on your products. Determine your profit for selling 1, 5, 10 and 25 of your items.

Write a short explanation of why it is important to know your costs and profits for your items? What other costs might your store have that are not seen in this worksheet?

Cost Analysis

Achievement Levels	1	2	3	4
Importance of Budgeting (x1)	The product represents minimal understanding of what a budget is and why it is important.	The product represents some understanding of what a budget is and why it is important.	The product represents an adequate understanding of what a budget is and why it is important.	The product represents an important understanding of what a budget is and why it is important.
Quantitative Reasoning (x1)	The product represents minimal opportunity for quantitative reasoning.	The product represents some opportunity for quantitative reasoning.	The product represents an opportunity for quantitative reasoning.	The product represents a thorough opportunity for quantitative reasoning.
Cost Analysis Content (x1)	Few sections of the cost analysis are correct and complete with appropriate labels and units.	Some sections of the cost analysis are correct and complete with appropriate labels and units.	Most sections of the cost analysis are correct and complete with appropriate labels and units.	All sections of the cost analysis are correct and complete with appropriate labels and units.

Achievement Levels	1	2	3	4
Calculate (x1)	Few mathematical calculations are correctly shown and labels are accurate.	Some mathematical calculations are correctly shown and labels are accurate.	Most mathematical calculations are correctly shown and labels are accurate.	All mathematical calculations are correctly shown and labels are accurate.
Inform and Explain (x1)	The product does not use precise language and words to inform about or explain the topic.	The product does not use precise language and words to inform about or explain the topic.	The product uses some precise language and words to inform about or explain the topic.	The product uses precise language and words to inform about or explain the topic.

5. Sequential Chart (Wire Framing)

Wireframing is a way to design a website at the structural level. A wireframe is commonly used to lay out content and functionality on a page which takes into account user needs and how the user will move through the webpage. You and your team will need to create a minimum of four pictures showing the front webpage, A page with the product or products, a page with the description and a product and purchase button, and a final page where the customer can purchase the product. These pictures will help inform the webpage designer in the development of your online store.

Sequential Chart

Achievement Levels	1	2	3	4
Technology and the Internet (x1)	The webpage is minimally developed to interact with potential customers and users of the Internet.	The webpage is somewhat developed using some technology to interact with potential customers and users of the Internet. The webpage technology can somewhat impact personal life through the products sold and the convenience created.	The webpage is adequate in its development and use of technology to interact with potential customers and users of the Internet. The webpage technology can impact personal life through the products sold and the convenience created.	The webpage is thorough in its development and use of technology to interact with potential customers and users of the Internet. The webpage technology can strongly impact personal life through the products sold and the convenience created.
Product Comparison to Influence Consumers (x1)	The webpage minimally encourages customers to compare products to positively impact their purchasing decisions.	The webpage somewhat encourages customers to compare products to positively impact their purchasing decisions.	The webpage sufficiently encourages customers to compare products to positively impact their purchasing decisions.	The webpage strongly encourages customers to compare products to positively impact their purchasing decisions.
Webpage Problem Solving (x1)	The product provides minimal evidence of using the basic steps in algorithmic problem solving.	The product provides some evidence of using the basic steps in algorithmic problem solving.	The product provides sufficient evidence of using the basic steps in algorithmic problem solving.	The product provides strong evidence of using the basic steps in algorithmic problem solving.
Effective Webpage Aesthetics (x1)	The webpage uses few graphics, media and/or formats to communicate information and ideas effectively to multiple audiences.	The webpage uses some graphics, media and/or formats to communicate information and ideas effectively to multiple audiences.	The webpage uses a variety of graphics, media and/or formats to communicate information and ideas effectively to multiple audiences.	The webpage uses an extensive variety of graphics, media and/or formats to communicate information and ideas effectively to multiple audiences.